

Abstract

The invention is directed to a system and method for automating the management of an advertising campaign for a sponsored search application. An advertiser can easily manage their advertising campaign based on a budget and other
5 information that they are most familiar with, e.g., the length of time for the campaign, desired number of total clicks during the campaign, the time zone of the campaign, keywords to be bid upon for the sponsored search application, the advertisement (copy and heading), and the URL associated with the location of the advertisement copy. With
10 this relatively basic information provided, the invention can automatically manage the bidding on both small and relatively large numbers of keywords for an advertising campaign.

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Customer No. 07278